

1. Record Nr.	UNINA9910460650603321
Autore	Kraus Jiri
Titolo	Rhetoric in European culture and beyond // Kraus, Jiri ; editor Martin Janecek ; translation Petra Key
Pubbl/distr/stampa	Prague, [Czech Republic] : , : Charles University in Prague, , 2014 ©2014
ISBN	80-246-2588-1
Edizione	[First English edition.]
Descrizione fisica	1 online resource (271 p.)
Disciplina	808.042
Soggetti	English language - Rhetoric English prose literature Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	CONTENTS; Introduction; History of Rhetoric - A motionless History?; 1. The Origin of Rhetoric in Ancient Greece; THE SEARCH FOR TECHNE; PROTAGORAS'S AGONISTIC RHETORIC; FIRST TEACHERS; ANCIENT RHETORIC AS A MODEL OF PERSUASIVE COMMUNICATION; PLATO'S UNENDING DISPUTE WITH RHETORIC; ISOCRATES'S PROGRAMME OF RHETORIC IN SERVICE OF POLITICAL CULTURE; ARISTOTLE AS ANCIENT RHETORIC'S PINNACLE; ON THE ART OF PERSUASION IN RHETORIC TO ALEXANDER; 2. Hellenistic and Roman Rhetoric; THE BIRTH OF HELLENISTIC PHILOLOGY; RHETORICAL INSTRUCTION IN THE HELLENISTIC PERIOD HERMAGORAS OF TEMNOS AND THE STASIS THEORY RHETORIC IN ANCIENT ROME; RHETORICA AD HERENNIUM (AD C. HERENNIUM DE RATIONE DICENDI LIBRI QUATTUOR); CICERO'S PERFECT ORATOR AS A CITIZEN, AN ADVOCATE OF LAW AND A POLITICIAN; QUINTILIAN'S INSTITUTES OF ORATORY; PLINY THE YOUNGER AND TACITUS ON THE ROLE OF RHETORIC IN IMPERIAL ROME; THE SECOND SOPHISTIC AND HERMOGENES'S RHETORIC AS A STASIS SYSTEM; 3. Rhetoric and Medieval Christian Culture; RHETORIC AND THE SEVEN LIBERAL ARTS ALLEGORY IN MARTIANUS CAPELLA; AUGUSTINE OF HIPPO - PREACHER, RHETORICIAN, POLEMICIST TOPICA BOETII - RHETORIC IN THE SERVICE OF DIALECTICS

CASSIODORUS'S ENCYCLOPAEDIC VIEW OF CHRISTIAN WORLD; ISIDORE OF SEVILLE AND THE ORIGIN OF SCHOLASTIC EDUCATION; RHETORIC AS PART OF GRAMMAR: THE VENERABLE BEDE; ALCUIN OF YORK: A TEACHER OF WISDOM AND ELOQUENCE; ARTES PRAEDICANDI: ART OF PREACHING IN THE MIDDLE AGES; ARTES DICTAMINIS: THE ART OF RHETORIC'S NEW FACE; ARTES POETRIAE: THEORY AND PRACTICE OF WRITTEN DISCOURSE; RHETORIC IN MEDIEVAL BYZANTIUM; 4. From Humanism to the Enlightenment; RHETORIC DURING HUMANISM AND RENAISSANCE; LORENZO VALLA, A RENAISSANCE PHILOLOGIST GEORGE OF TREBIZOND BYZANTINE RHETORIC AFTER THE FALL OF CONSTANTINOPLE; RUDOLPHUS AGRICOLA; RHETORIC IN THE WORKS OF DESIDERIUS ERASMUS; PHILIPP MELANCHTHON'S AUTHORITY OF PROTESTANT RHETORIC; PETRUS RAMUS AND OMER TALON. THE TRADITION OF PHILIPPO-RAMIAN RHETORIC BOOKS; FRANCESCO PATRIZI'S PERFETTA RHETORICA; 5. Baroque Rhetoric in Service of the Church; SOAREZ'S JESUIT RHETORIC; CAUSSIN'S FIGURES, SYMBOLS AND EMBLEMS; JESUIT RHETORIC IN BOHEMIA AND POLAND. BOHUSLAV BALBIN; PROTESTANT RHETORIC AND PREACHING TEXTBOOKS; BARTHOLOMAEUS KECKERMANN AND THE GDASK RHETORIC VOSSIUS'S RHETORIC OF RHETORICAL AFFECTS COMENIUS'S BRETHREN'S RHETORIC; RELIGIOUS, POLITICAL AND CULTURAL PREREQUISITES FOR THE RHETORICAL BOOM IN RUSSIA AND UKRAINE; 6. Scholarly Community Replaced by the Republic of Letters. Philosophy Versus Rhetoric at the Threshold of a new Era; BACON'S POLEMICAL DIALOGUE WITH RHETORIC; HOBBS'S RHETORIC AS A POLITICAL WEAPON; BERNARD LAMY'S CARTESIAN INSPIRATIONS; 7. Taste Norms and Criteria in the 18th-Century Rhetoric; FENELON'S RHETORIC AS AN ART OF PORTRAIT; DU MARSAIS AND HIS PROJECT OF PHILOSOPHICAL RHETORIC VICO'S INSTITUTIONES ORATORIAE AND PROJECT OF A "NEW SCIENCE"

Sommario/riassunto

This book, Rhetoric in European and World Culture, defines the position of rhetoric in the cultural and educational systems from ancient times through the present. It examines the decline of its importance in a period of rationalism and enlightenment, presents the causes of why rhetoric (reduced to a system of rhetorical tricks) came to have negative connotations, and explains why rhetoric in the 20th century was able to regain its position. It demonstrates that the prestige of rhetoric sharply falls when it is reduced to a refined method for deceiving the public, and increases when it is seen
